



PATENT

Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | | |
|----------------|---|------------------|-----------------|
| APPLICANT: | Yaron REICII | GROUP NO.: | 3622 |
| SERIAL NUMBER: | 10/587,002 | CONFIRMATION NO: | 2951 |
| FILING DATE: | 20 July 2006 | EXAMINER: | John Van Bramer |
| TITLE: | I.B.S. NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD | | |

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

This paper is responsive to the Office Action mailed from the U.S. Patent and Trademark Office on February 13, 2008 and is being filed with a three-month extension on August 12, 2008.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.